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PATENT Customer No. 020991

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants ARSENAULT et al.) Certificate of Transmission under 37 CFR 1.8) I hereby certify that this paper (and/or fee) is being facsimile transmitted to (571) 273-8300, U.S. Serial No. 09/492,725 addressed to: Filed January 27, 2000 Mail Stop RCE Commissioner for Patents Title "A System and Method for Transmitting, Receiving and P.O. Box 1450 Displaying Advertisements" Alexandria, VA 22313-1450 on this date: Dated: February 27, 2008 Art Unit : 3622 Examiner Jean D. Janvier

RESPONSE TO THE FINAL OFFICE ACTION DATED NOVEMBER 27, 2007

Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

Please enter the following amendments and consider the following remarks.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 18 of this paper.